

SUGGESTIONS ON FEED AND CARE OF CHICKENS

Personal Interest in the Flock's Welfare of the Greatest Importance.

LOSE ATTENTION TO DETAILS

Knowledge, and Not Luck, Required to Bring Desired Results—Everything Should Be Prepared Before Chicks Reach the Brooder.

BY J. RAYMOND KESSLER, Practical Poultryman.

Success in brooding is chiefly a matter of knowledge and close personal interest, and not a matter of luck, as some would like to believe. Of these two factors, the matter of personal interest is by far the most important. Even a wide knowledge of poultry will accomplish little if the personal element is lacking. Personal interest enables the poultryman to accomplish the end with the least effort, and each day without thought of the labor involved, and it is the lack of this more than anything else that frequently brings failure.

To be successful in rearing the young flock, we must begin at the incubator. The removal of the chicks. It is of the utmost importance that this seemingly insignificant part of the work be done for the great majority of the chicks at this time is very often the cause of bowel troubles of the first two weeks of brooding. Boxes four inches deep, eighteen inches wide and three feet long, lined with heavy cotton flannel will be found best for this purpose. Such a box will hold 500 chicks without crowding.

Before the chicks reach the brooder everything should be in readiness. The brooder should have been run long enough to have the quarters thoroughly warm and all regulations made. During the first few days, a heat of from 85 to 100 degrees is not too high. After that, a temperature of 95 degrees should be high enough, and this may be reduced each week as the flock grows older. However, no set temperature can be given as the correct amount for a flock of a certain age, as this will necessarily vary with the health of the flock and the season of the year.

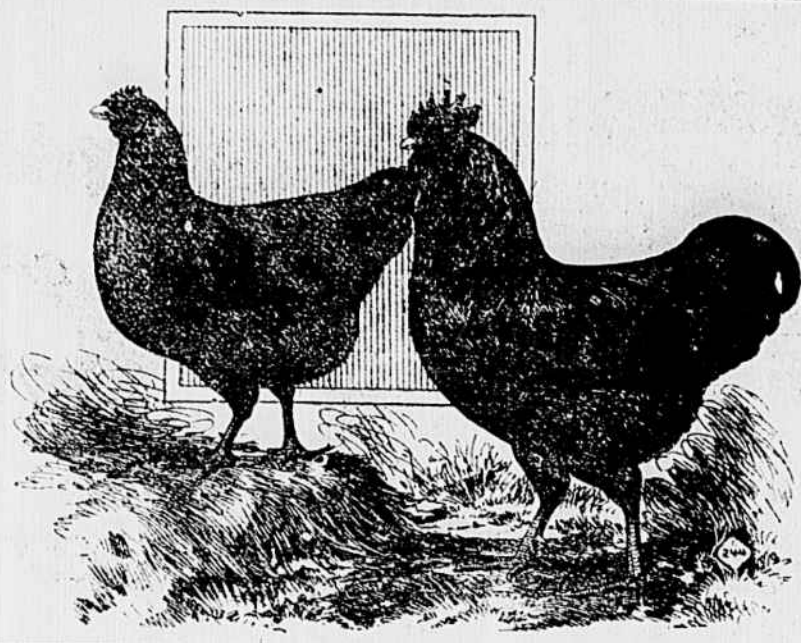
HOW TO REGULATE HEAT OF THE BROODER

The very best plan to follow in the matter of heat regulation, and the one followed by a poultryman of experience, is to make the chicks comfortable. With the hovers of brooders the heat can be considered right when the chicks lay under the hovers uncrowded, some of them with their heads out. If the chicks leave the hover, the heat is too great, and when they crowd around the center, the heat is too low. Of the two evils, the latter will cause the most trouble.

With colony brooder stoves built on the plan of a large heater, the same plan of regulating the heat can be followed, but in stoves of the deflector type, both oil and coal burning, some difference in methods is necessary. By the deflector type is meant a colony brooder that is built to deflect a warm circle of heat about the stove and having no hover to retain the warm air. The big oil burners are all built in this manner and about 50 per cent. of the coal burning colony brooder stoves are constructed on this plan. With these the idea should be to keep the chicks from crowding about the stove by keeping the heat so that the flock will find sufficient warmth about eighteen inches from the stove.

Some brooders take objection to the brooder stoves on the premises that the

Single Comb Rhode Island Reds



chicks have no protection from drafts on the floor. This is easily overcome

by surrounding the flock at night with a low circle of wire fencing covered with muslin. A cellar window wire is best for this purpose, as when used in the form of a circle about the stove it will stand without support. The muslin can be fastened to the wire with clips or clothes pins. This protection is only necessary during the first week or so.

In addition to protecting the flock from drafts across the floor this fence keeps the chicks from wandering away from the stove at night, and tends to keep the flock from crowding in corners. The main thing to look to in following this plan is not to confine the flock too close to the stove and overheat them. Of course, all this applies to the large colony brooder stoves with hundreds of chicks in one flock; the method of brooding that is being adopted by a large majority of poultrymen who require greater flock capacity than the small hovers furnish.

The large hovers of fifty or sixty chicks capacity have by no means lost their place through the introduction of stoves. They are best for the man who hatches small flocks.

In the matter of general care, the chicks can be cared for in the same manner in large flocks as was the practice with small flocks. For the first day or two it is best to confine the chicks to the hover or closely about the stove if the colony brooders are used. After that the chicks may be allowed the freedom of the scratch pen.

OUTDOOR EXERCISE FOR HEALTH AFTER TEN DAYS

It is rarely advisable to allow the chicks in the yards until they are a week old, not because the outdoor exercise hurts them, but because they are not well enough acquainted with their quarters to find their way back to the heat. Then too, the chicks' ability to take care of themselves does not seem to be developed at such an early age.

After they are a week or ten days old the chicks must be allowed some outdoor exercise, if only for an hour a day. The run in the sunshine and contact with the earth acts as a tonic, which nothing else can duplicate. Flocks confined too long frequently develop leg weakness—a trouble that only contact with the earth will correct.

For the floors of the brooder and about the stove or hover, short-cut hay will be found to make the best litter. It is an excellent absorbent, easy for the chicks to scratch in, and

chicks in small troughs all the time has been found very good and will frequently be found helpful in avoiding constipation.

Water in small fountains should be allowed the chicks from the very first; it is best to temper the water for the first week, as ice-cold water has been found detrimental.

Hoppers of chick-size grit, oyster shells and charcoal should be placed before the chicks after they are two weeks old, but it is inadvisable to allow an unlimited supply before this time.

AT THREE WEEKS OF AGE FOOD MAY INCREASE

After the chicks are three weeks old the egg mixture should be gradually displaced by the following mash: 200 pounds wheat bran, 400 pounds cornmeal, 200 pounds middlings, 100 pounds linseed meal, 100 pounds ground oats (chulls sifted out), 100 pounds alfalfa meal and 200 pounds screened beef scraps. This mixture should be moistened with water or milk to make a crumbly moist mash, not sticky, and should be fed twice a day in such amount as the chicks will clean up quickly. The grain mixture should be fed three times a day.

After the chicks are four weeks old a growing feed grain mixture will be needed in place of the chick feed. At eight weeks old the growing feed grain mixture may be displaced by a mixture of equal parts whole wheat, cracked corn and chipped oats. The number of feedings should be gradually reduced until at eight weeks they receive only three feedings—grain morning and night with moist mash at noon. Great care must be taken not to overfeed.

When the chicks are a week old a daily supply of green feed should not be forgotten. Lettuce, grass clippings, sprouted oats and mangels are good green feeds for young chicks. Cabbage, rape, kale and like plants are good green feeds for chicks more than eight weeks old, but when fed to very young chicks are likely to cause bowel disorders.

Many poultrykeepers presume that so

long as they give their flocks corn, and perhaps other grains, the flocks are being sufficiently well fed. They forget, or else never realized, that chickens must be properly fed for best results. Next week's article is devoted to the accessories to the fowl's regular bill of fare.

NATION-WIDE ECONOMY DEMONSTRATION IN MAY

Upward of 2,000 Dealers to Compete With Owners' Cars for \$5,000 in Prizes and a Cup.

Upward of 2,000 Maxwell distributors and dealers will, on Wednesday, May 23, carry out in every State in the Union and throughout the eight provinces of Canada a public and wholesale demonstration of the Maxwell's ability to stretch its fuel into the greatest known mix of gasoline and motor car distance.

Cash prizes amounting to \$5,000 are to be given away among the dealers, together with an award of the National Maxwell Economy Championship Cup. The cup is to be the trophy of the dealer who attains the highest mileage to be recorded in the event, and with it he will also capture a substantial award in gold.

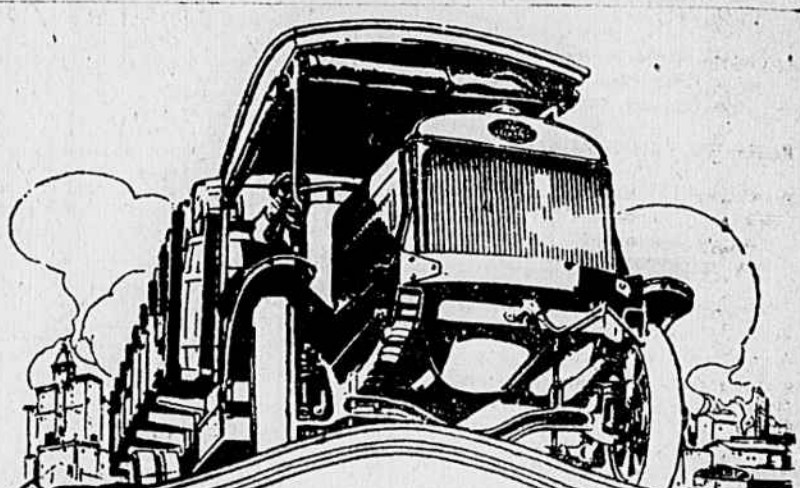
Owners cars are to be used entirely, the rules providing that each dealer entering agrees to arrange for the use of two Maxwell five-passenger touring cars now in owner service. These he will borrow for the day. In each car there must be, according to the rules, four full-grown passengers, the driver and three official observers, in each town and city the two cars will make the run together, each carrying its observers, who thus will check not only their own mount, but the other as well.

Results will be unofficial. It is stated, if the dealer participant fails to arrange for his observers to be either newspaper men, motor club or board of commerce representatives or well-known public officials.

Two one-gallon gasoline cans are to

be provided each dealer participating. These will attach to the windshield. Instructions mailed broadcast point out unless the gasoline used is measured into the can on each of the two cars by one or more of the official ob-

servers arranged for. In each instance the report of the dealer and his observers as forwarded to the Maxwell general offices in Detroit, must bear the affidavit of the three observers. Otherwise it will not be accepted.



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The Goodyear Business Triangle

THE whole strength of the Goodyear proposition lies in the simplicity and completeness of the business triangle by which it is symbolized.

In the attainment of full success in the tire business there are three important relationships: between the manufacturer and the dealer, between the manufacturer and the user, and between the dealer and the user.

These relationships form the three sides of an equilateral triangle, with the manufacturer and the dealer at the two bottom corners and the user at the peak.

Weakness on any side weakens the whole triangle—takes from the business profit of the manufacturer or dealer and lessens the user's satisfaction.

But there is no weakness in the Goodyear triangle.

The manufacturer has taken care to build into Goodyear Tires extraordinary stamina—potential satisfaction—and has taken care to distribute these to retailers on a basis of unvarying fairness, with no jobber to intervene and no special discounts to complicate and weaken the relationship. This supplies two sides of the triangle.

Then the Goodyear Service Station Dealer takes care to keep a full stock of the items in the Goodyear line and to sell Goodyear Tires to the user on a basis of painstaking service, guaranteeing the user the information and assistance which will make him realize on the full built-in goodness of these tires.

This supplies the third side of the triangle.

No side has a single weakness.

The result is that the Goodyear business triangle is perfect from every point of view.

All three parties—user, dealer and manufacturer—get all that they should get, and more.

And the Goodyear triangle, as a source of satisfaction and profit, is not approached in the tire business.



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The Grant Six gets, on an average, 20 miles to a gallon of gasoline, 900 miles to a gallon of oil and 7000 miles or more out of a standard tire.

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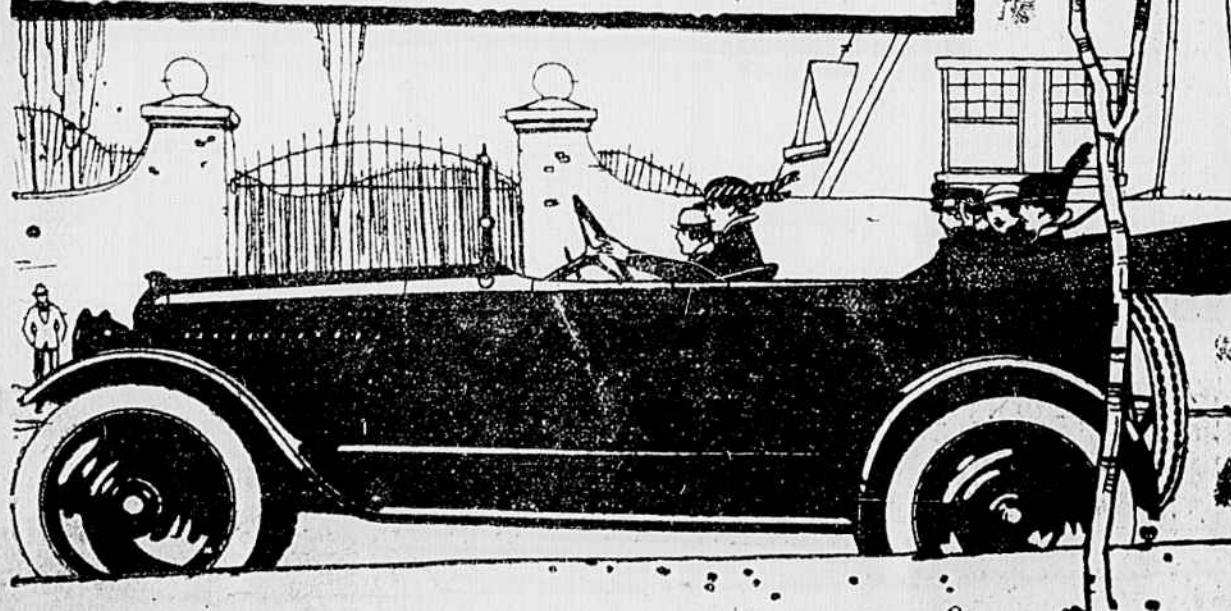
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